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New!
Orange Prince
Double
Hollyhock
5 For \$1

New! New! New! — Orange Prince! Here's what all Hollyhock lovers have been waiting for! A brilliant orange, double flower, the most captivating hollyhock you ever saw. Something that will stop every passer-by! So, claim an admiring grower's name bright as other hollyhocks. Hardy. New prices, 5 for \$1.00; 10 for \$1.85; as long as supply lasts.



4 DIANTHUS LOVELINESS \$2

These plants were grown from seed that cost 2 times as much as gold. Plants bloom at \$1.00 each. Now, coming to a fortunate circumstance, we can offer them at new low prices. Another grower is discontinuing his personal business and offered his low line plants to us at a bargain. We pass the bargain on to you. New prices Dianthus Loveliness, pretty plants with single green center. 1 for 69¢; 2 for \$1.25; 3 for \$1.75; 4 for \$2.00.

Note: These are Potted Plants—see catalog page 63 for prices on 6 1/2 inch potted plants.

15 Cannas \$1.00

Here is a gorgeous array of colors—brilliant, beautiful, luxuriant foliage—scarlet, pink, yellow, red. We choose colors fine mixture, not labeled. Would you not pay at least \$2.00 if we sent them labeled?

12 Regal Lilies \$1
30 for \$2

Build one of the finest Lilies that grows. Beautiful snow-white, with solid throat, crimson veins on outside of petals. Fine blooming size bulbs. 12 for \$1.00; 30 for \$2.00.

5 Japanese Anemone for only \$1
12 for \$2.00

Better choose 12 at \$2.00 rather than 5 for \$1.00. Because there are beautiful flowers. We give you a mixture, not chosen at least 5 varieties, big sturdy plants that will bloom this summer. Mixed colors.

2 French Lilacs 95c
3 for \$1.35
4 for \$1.79

These are fine field grown plants, now 1 1/2 to 2 feet in height. Will soon grow into magnificent beautiful bushes. We give them to you at these new low prices if you allow us to choose color.

4 Plumy Bleeding Heart for \$1
9 for \$2

Former price for four, \$1.35, now only \$1.00. These are the pretty dwarf Bleeding Hearts with beautiful bell-shaped flowers. Light red flowers as shown, all summer.

NEW Truehedge Columnberry

Truehedge Columnberry is READY MADE because it becomes a hedge the very day you plant it. It is a TAILOR MADE HEDGE because of its neatness and trimness. Truehedge Columnberry will give your home all the style that comes from tailor fitting. THERE IS NO LABOR to pruning Truehedge Columnberry. Only a snip here and there in fall. Foliage is dense, heavy and evenly distributed from the ground up. TRUEHEDGE IS HARDY—DROUGHT RESISTANT! Has withstood 26 degrees below zero. Does not disorder during terrible heat and drought. Free from disease. IMITATES BOXWOOD. Ideal for planting in pairs beside porches, entrances, etc., where formerly expensive Boxwoods, Arbor-Vitae, etc., have been used. Often people mistake Truehedge Columnberry for Boxwood. Grows about 5 feet. Prices at right.

a Ready-Made Hedge that is Tailor-Made

PRICES OF TRUEHEDGE COLUMNBERRY:
Truehedge Columnberry comes in two sizes, 9 to 12 inch and 12 to 14 inch. Either will make the same time hedge, but the 12 to 14 inch plants will do it more quickly.
Prices, 9 to 12 inch, plants: 2 plants, 80¢; 5 plants, \$1.50; 25 plants, \$6.50; 100 plants, \$25.00.
Prices, 12 to 14 inch, plants: 2 plants, \$1.00; 5 plants, \$2.00; 25 plants, \$9.00; 100 plants, \$35.00.



Find the Bargains

Many of the finest bargains ever offered in nursery stock are to be found in the small panels on each side of this broadside. Valuable articles come in small parcels. Read the panels... you may find the finest of your desires satisfied here for less money.



New Painted Daisies with Chrysanthemum Centers

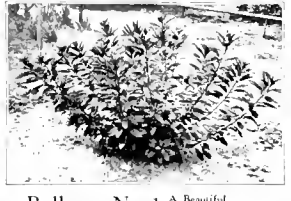
Some little garden elf has been busy... and just see what he's done! Here are painted Daisies with beautiful fluffy centers just like beautiful Chrysanthemums. One could almost believe that these new flowers are a combination of the two.
Now we offer these beautiful flowers in a new collection that saves you money... you get one each of three varieties as follows:
1 Miami Queen. A beautiful mauve-pink flower. Similar to Miami Queen but darker, almost purple. .40
1 Trojan. Still darker than Trojan. A dusky beauty. .40
Total Value \$1.20
SPECIAL GROUP PRICE 95c
Order now and you can have all three of the flowers listed above (\$1.20 value) for only 95c. Be ahead of your neighbors and friends. There's fun in beating the other fellow.



Two Collections (2 of each variety, 6 plants in all), \$1.75.
Four Collections (12 plants in all), For Only \$2.95

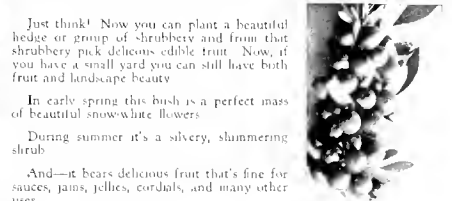
Now After 30 Years 2 Bulls-eyes at Once

Professor N. E. Hansen, South Dakota State College, after over 30 years of effort, refusing always to be discouraged, has produced the perfect shrub—an ornamental bush which produces delicious edible fruit.



Bullseye No. 1 A Beautiful Ornamental Shrub

In early spring this bush is a perfect mass of beautiful snow-white flowers. The foliage is a frosty bluish green, leaves beautifully shaped, whole bush symmetrical. Bush above is only three months old, full grown bushes are as beautiful as any shrub you ever saw.



Bullseye No. 2 Delicious Fruit

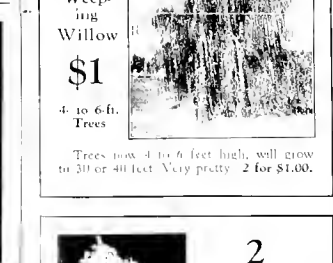
Be sure to order Hansen's Quick-Bearing Bush Cherry.
Prices, 2 to 3 ft. bushes, 2 for \$1.00; 5 for \$2.00; 10 for \$3.50; 25 for \$7.50; 50 for \$14.00; 100 for \$25.00.



Regal Lily.



Speciosum Rubrum.



Double Tiger Lily.

Kellogg's Garden of Lilies
Here are four of the finest Lilies at a saving of \$1.25. You get four each as follows—all beauties—all large blooming size bulbs.
4 Regal Lilies \$0.60
4 Double Tiger Lilies 1.20
4 Gold-Banded Lilies 1.20
4 Speciosum Rubrum 1.20
Total Value, \$4.20
Special Price, \$2.95
2 LILY GARDENS, 32 BULBS, FOR ONLY \$4.50.

Kellogg's Heavy-Fruiting Strawberry Gardens ...



These gardens are ready-made to save you money. In them you get the same high-grade Kellogg Thoroughbred Strawberry Plants that you would get if you paid full price. Any one of these Kellogg Gardens will supply all the delicious strawberries your entire family can use at a cost of not more than 1¢ per quart.

Try a Kellogg Heavy-Fruiting Strawberry Garden... you'll find it a healthful, pleasant, and profitable recreation, and you'll love the rich, red berries.

BIG FOUR Strawberry Garden
4 BEST VARIETIES
200 PLANTS
\$3.50 Value for Only \$2.45

This garden gives you Kellogg's four very best early and late summer varieties of strawberries—50 plants each of Premier, Beauty, Big Late and Empire State. Each variety labeled and complete planting instructions. Catalog price, \$3.50. Special garden price, only \$2.45.

TWO GARDENS, 400 PLANTS \$4.00
FIVE GARDENS, 1000 PLANTS \$7.50

Everbearing Strawberry Garden
4 VARIETIES
100 PLANTS
\$4.25 Value for Only \$3.00

This garden includes 25 Jumbo Mastodon, 25 Rich Progressive, 25 Big Red Gem and 25 Big Sweet Weymouth, all everbearers. Each variety labeled and complete planting instructions. Catalog price, \$4.25. Special Garden price, only \$3.00.

TWO GARDENS, 200 PLANTS \$5.00
FOUR GARDENS, 400 PLANTS \$9.00

Free!

While all orders remain for Kellogg's Strawberry Gardens below, including April 30th we will include, free, 1 Kellogg's all metal, planters, including 40¢ value, also Mrs. Betty's Strawberry Planter, value 35¢.

THIS FREE OFFER LAPSES APRIL 30TH.

KELLOGG'S PLANT SETTING DIBBLE is the best tool ever made for planting strawberry, vegetable and flower plants. Solid steel, long a lifetime. Corrugated for strength. Value 35¢.

MRS. BETTY'S STRAWBERRY PLANTER gives you different ways for preparing strawberries and many other valuable tips. Tells the better way for making delicious strawberry shortcake, pie, sundae, preserves, etc.

Kellogg's Autumn Garden \$2.50 Value for \$1.50

This garden includes 3 Everbearers, 25 Improved Mastodon, 25 Big Red Gem, and 25 Rich Progressive—all everbearers—and gives you big red, fresh berries this year from August until late October, also spring and fall next year. Each variety is labeled. You get complete planting instructions. Catalog price \$2.50. Special garden price only \$1.50.

Two Gardens, 150 Plants \$2.50
Four Gardens, 300 Plants \$4.00

3 Polyantha ROSES \$1.00
6 for \$1.75

Handmade and hand-painted all roses produced each season by Kellogg. We choose colors, three different, some high grade stock that you get when you make your own choice.

3 Climbing Roses \$1

We choose colors and you get a bargain. We'll give you three, all different, some high grade stock that you get when you buy your own choice.

3 Hybrid Tea Everblooming Roses \$1.17

This offer good only as long as supply lasts. We choose colors and give you three, all different. Same high grade stock as if you made choice.

KELLOGG'S 50-50 STRAWBERRY GARDEN \$2.80 Value for Only \$1.95

Kellogg's Fifty-Fifty Garden gives you 50 Everbearing strawberry plants and 50 June-bearing. It assures your family of fresh, delicious strawberries from early summer until late fall. It includes 25 Improved Mastodon, 25 Rich Progressive Everbearers, 25 Beauty June-bearers, and 25 Big Late June-bearers, all labeled, with complete planting instructions. Regular catalog price, \$2.80. Special garden price, only \$1.95. 2 GARDENS, 200 PLANTS, \$3.45.

Now \$1.00 Value Free with a \$3.95 Order

There's a reason for everything, and the reason we are offering a \$1.00 value FREE with a \$3.95 order is because it costs us no more to handle a \$3.95 order than it does to handle a much smaller order.

Whether your order is for \$1.00 or \$10.00, much of the handling cost is practically the same. Every order, small or large, must be checked, verified, numbered, booked and acknowledged, and the cost of assembling, checking and packing a very small order is practically the same as a large order.

Yes, there is a big saving in handling an order amounting to \$3.95 or more, and we are giving you the benefit of this saving. Read my new offer below and then see that your order amounts to \$3.95 or more and we will choose an extra \$1.00 value for you FREE.

If your order amounts to \$5.00 or more, you may select your own \$1.00 value free, making your own choice from anything listed in our catalog or this folder, up to the full value of \$1.00.

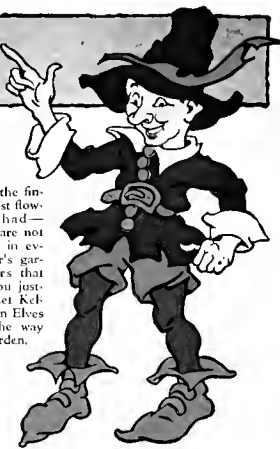
TERMS OF OFFER
We will give \$1.00 value—our choice—free with any order amounting to \$3.95 or more when order is made from stock shown in our catalog or in this folder, fruit trees excepted.

We can include the \$1.00 value free only when we are allowed to choose the free plants. In all cases we select items in keeping with the rest of your order—items that can be used for the same type of planting. Full dollar value guaranteed, if you do not find that you have received a full dollar value, notify us at once and we will immediately send you additional plants to cover.

If you wish to choose your own premium, your order must amount to \$5.00 or more. See offer on page 58 of our catalog.

This Offer Expires on April 30th

Kellogg's Garden Elves Bring You Many Magic Flowers!!



New! DAILY SKETCH Phlox

Only a Few of These Glorious Flowers to be had . . . You Must Hurry your order. Price \$1 each

The little elf pictured here is the most particular workman we ever saw. He always has his measuring stick handy, and he carefully measures every single floret that goes into the beautiful Daily Sketch Phlox. If the florets are not up to size, he rejects them unconditionally, keeping only those of most uniform size. That is the outstanding feature of the wonderful New Daily Sketch Phlox. Single florets measure 1 1/2 inches across—as large as a good sized pansy. No other hardy Phlox produces florets so large. And the coloring is simply splendid! It is a clear beautiful pink with small carmine eyes. The color does not fade as with many other varieties of Phlox, but stays pure and beautiful throughout the life of the Phlox. Very long blooming, starts in July and continues until frost. **HARDY.**

Important

This is the first year we have offered Daily Sketch and we have only a few of this Brand-New hardy Phlox—less than 800. Consider that this flower is sent to thousands of people and you will realize that you must order at once or you will be disappointed. Be the first to display this amazing beauty in your neighborhood.

PRICES:
Daily Sketch Phlox, \$1.00 each.



Alpine Midget Rose (Rosa Rouletti)

A Famous Prodigal Now Returns to Civilization

Here is a sprightly little mountaineer who is tooting his horn, and he has real reason to blow, for he brings you the famous Alpine Midget Rose so long thought lost but now re-discovered.

The beautiful thing about Alpine Midget Rose is the perfect form of its fully opened blossoms and the pretty cupid's dart buds. These buds open a beautiful vivid red which turns to a dainty pink when the Roses are fully opened. Alpine Midget Rose blooms all summer and fall right up until freezing weather. It's a tiny midget—only 8 to 10 inches high—but for all its tininess, is hardy as an oak and survives the coldest winter weather. Very easy to grow. Give this little elf a home in your garden, and you'll be delighted for a long time to come.

Prices, Alpine Midget Rose, 50c each; 3 for \$1.15; 6 for \$2.00; 10 for \$3.15; 25 for \$7.50; 50 for \$12.50. Each plant with ball of earth on roots—easy to plant—sure to grow.



Use Alpine Midget Rose for pretty low borders, for rockeries or for small beds. Extra nice in small beds. If you have only a small place for a Rose garden, border it with Alpine Midget Rose with a few higher Roses in the center, and you'll have something particularly fine.



MILDRED LOUISE. Petals rich salmon-pink shading into golden yellow at the throat. Petals beautifully streaked with lovely sunset red. Stamens slightly streaked with purple. Blossoms beautifully formed and beautifully distributed on tall spikes. Wins first prize in all the important shows.

PICARDY. Just as grand and glorious as Mildred Louise, but more of a clear pink, beautifully pointed with red in the throat. Blossoms every bit as large as Mildred Louise—5 to 5 1/2 inches across and sometimes larger. Picardy, too, has made a wonderful record as a prize winner—many first prizes in the most important shows.

Prices, Picardy, large blooming size bulbs, 1 for 15c; 2 for 25c; 10 for \$1.00; 100 for \$9.00.

Mildred Louise and Picardy Giant Glads

Below is an elfin painter who loves gorgeous alluring colors and he knows how to mix his paints to produce the beautiful color effects that we all love so well.

Furthermore, he paints in heroic size! Just think of Gladiolus blooms (single florets) 3 1/2 inches across!

Mildred Louise and Picardy blooms attain that size or larger. And let us make it clear that we refer to single florets—not to whole spikes. By all means order some of these gorgeous Glads. Do not delay another minute. Send your order today and be the first in your neighborhood to display them.



Free! 1 Mildred Louise and 1 Picardy

Order Kellogg's "First Prize" Gladiolus Collection before April 30th and we will add 1 Mildred Louise and 1 Picardy bulb FREE. This gives you an extra 55c value—102 bulbs in all. Mildred Louise and Picardy bulbs will be labeled. OFFER EXPIRES APRIL 30th.

100 First-Prize Gladiolus Bulbs \$2.00

100 bulbs full blooming size—50 glorified first prize varieties—big \$6.00 value, for only \$2.00.

Kellogg's "First Prize" Gladiolus Garden will put you in the first prize class. No bulbs of any varieties are allowed in this collection but the very finest and most beautiful—varieties that have won prizes at important shows—varieties that will win for you. These 50 varieties have been chosen as the largest flowering and most gorgeous in coloring, from several hundred of America's newest and most outstanding varieties. You will be so delighted and thrilled with Kellogg's "First Prize" Gladiolus Garden that you will not part with it for \$10.00. This collection gives you three times your money's worth.

Order Kellogg's "First Prize" Gladiolus Garden with the full understanding that you will be more than satisfied. When these 100 bulbs of 50 prize varieties bloom for you, if you are not absolutely satisfied we will either return your money or send you another collection of equal value free.

Price, Kellogg's "First Prize" Gladiolus Collection, 100 bulbs of 50 varieties, \$2.00. Varieties not labeled. Bulbs all large blooming size.

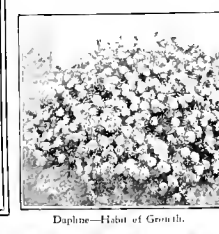


Just look at the beautiful things this little magician is doing! First Rose Dawn Dianthus appears as a fuzzy ball of beautiful blue-green foliage for all the world like the back of a furry kitten. Then the buds appear and it looks like a frightened porcupine with quills all on end, and finally when the blossoms appear it looks just like hundreds of tiny rockets all exploding at once—



just like a beautiful little fireworks display. Here is truly beautiful magic for your garden. Rose Dawn Dianthus, in addition to its beauty, has many advantages. It is perfectly hardy and can stand the coldest winter weather, and the foliage is evergreen—stays pretty year 'round. It is very low growing and does not run wild or otherwise get out of bounds. Has a long, four to six weeks blooming period and blooms at Decoration Day when flowers are most in demand. The flowers are erect and do not lop over like many other Dianthus. Stands partial shade.

Prices, Rose Dawn Dianthus, 50c each; 3 for \$1.00; 7 for \$2.00; 12 for \$3.00.



Daphne—Habit of Growth.

Here's a HARDY Daphne

No longer is Daphne's glorious beauty confined to the South. This hardy Daphne Cneorum lives through the cold winters of the Northern United States and its pretty foliage stays evergreen all winter, in April and May it is just one glorious mass of beautiful pink blossoms as shown at the right, and it also blooms at intervals throughout the summer. Grows 12 to 18 inches high.

Prices, Hardy Daphne Cneorum, balled and burlapped, 8-12 inch plants, \$1.25 each; 2 for \$2.00; 6 for \$5.00.



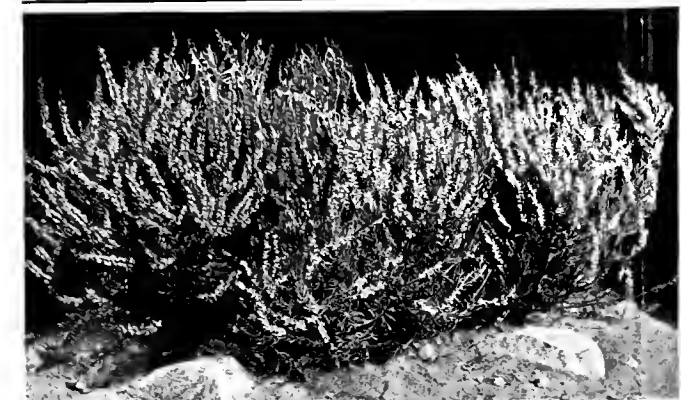
and Here's a LARGE FLOWERING Azalea (AZALEA MOLLIS)

The flowers of this beautiful Azalea are the size of large gladiolus florets, often 4 to 5 inches across and larger—and are very similar in shape. Imagine a low pretty shrub just covered with beautiful gladiolus-shaped flowers—that's what Azalea Mollis looks like—see picture at left. Flowers are burnt orange, yellow, pink, red, or salmon and appear in May. The pretty shrubs add an unusualness to your planting that will be a delight.

Grow to about 2 1/2 feet or more in height. Hardy. Easy to grow.

Prices of Azalea Mollis 10-12 inch plants, balled and burlapped, \$1.25 each; 2 for \$2.00; 6 for \$5.00.

Color note: Azalea Mollis plants are hybrids and we cannot state in advance what color you will receive.



HEATHERS - A Touch of Old Scotland for Your Garden

Take off your hats to this little Scotch Highlander. He deserves all the praise you can give him for he has now outmarched obnoxious that has years devalued you of a most wonderful flowering Evergreen. Now you can have picturesque Scotch Heather.

Formerly nurseries avoided Heather because they were so expensive to grow, but now this little elf offers them at the price of many ordinary shrubs. Heather is exceedingly beautiful and picturesque. In fact, they are world renowned. Great artists have painted them, great bands sing of them, and poets,

novelists, historians, geographers, botanists—all give them praise. They are ever handsome in dry shrubbery borders and are easier to grow than roses. They are evergreen—pretty all winter.

All Heathers are low and dense growing with small feathery leaves and pretty clusters of tiny bell-shaped flowers. Easy to grow, especially in dry sunny positions, but will also grow in moist land and shady places. Cut branches stay life-like for months.

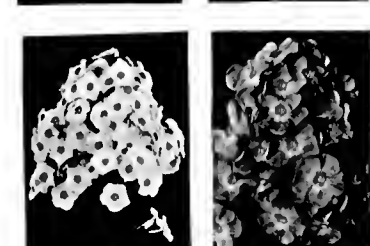
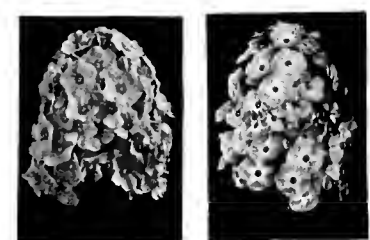
Prices, all Heathers, 75c each; 4 for \$2.00.

Kellogg's HEATHER Collection

4 Scotch \$2
4 Heathers

Order one each of the 4 heathers described at left . . . they are beautiful planted together . . . price only \$2.00 for the 4.

Seven Beautiful Phloxes Only \$1.00



Or 15 for \$2.00

Kellogg's Garden Elves invite you on a trip to Bargain Land—and show you a bargain in phlox. These 7 pictures give you some idea of the beautiful range of color you will receive in this amazing collection of phlox—white, pink, salmon, mauve, purple, red, violet. Every variety is outstanding, chosen from the world's best as selected by three experts. Every plant is field grown and sturdy, ready to grow quickly to fine blooming size. Each plant will produce one to four beautiful flower heads the first year and blooms will increase each year until you have a gorgeous fiery mass of color in your garden. Here's a real true bargain in beauty. Seven plants chosen from the finest varieties, not labeled, special bargain price \$1.00; 15 for \$2.00.



DAZZLER

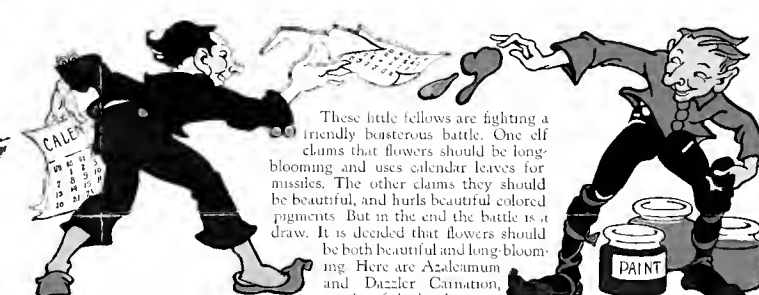
This is the new hardy everblooming Carnation that dazzled so many visitors at the Chicago Century of Progress.

Dazzler Carnation blooms—outdoors—from June until stopped by freezing weather in late fall—beautiful big gorgeous flowers of the deepest, most brilliant fiery red you ever saw. (Picture does not do justice). 20 to 30 straight, strong blooming stalks on a plant, two to three blooms on each stalk. We have counted as many as 50 bright crimson flowers all open at one time. A Dazzler plant grows nearly as large as a bushel basket—a flaming mass of color for your garden.

Note that the Dazzler blooms outdoors. It has stood temperatures as low as 40 degrees below zero. Easy to grow.

Prices, Dazzler Carnation: each plant with ball of earth on roots, 1 for 50c; 3 for \$1.00; 8 for \$2.00; 25 for \$5.00; 50 for \$9.00.

**R. M. Kellogg Company
Three Rivers, Michigan**



Azaleamum



635 Flowers First Year—4,212 Flowers Second Year

In May, 1932, we planted 1000 very small potted Azaleamum plants. In September, less than four months, each of these plants were larger than a big sized wash tub. On one average plant we counted 635 open flowers. One year later, 4,212 flowers were open on one single plant. Kellogg's Azaleamum plants are completely covered with beautiful pink flowers from August to mid-November. No other plant in the world just like Azaleamum. No other flower just as good. Kellogg's Azaleamum guarantees you the genuine Azaleamum that will bloom like the specimen shown above.

Azaleamum prices, 1 for 65c; 2 for \$1.00; 4 for \$1.85; 10 or more at 40c each.